

The new Y.

For kids,
families,
communities.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Grand Traverse Bay YMCA

3000 Racquet Club Drive, Traverse City, MI 49684

www.qtbayymca.org | 933-9622

4good4ever.org | 935-4066



THANKS ...

JANET EVANS SPONSORS & EVENT COMMITTEE

The Grand Traverse Bay YMCA Board of Directors and the New Y Capital Campaign Steering Committee would like to thank our **event sponsors** for making the Janet Evans Event at the State Theatre on May 12 possible.

They are:

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Traverse City State Theatre
Traverse City Record Eagle

We thank our **event committee** and Lynn Schultz and Jeanne Snow, chairpersons, for the many hours to make this event successful. The committee included: Jeff Brunner, Sean Cabbage, Susan Cover, Matt Mosher, Deb Newhouse, Amy Pflughoeft, Nancy Stanwick, Dana Timmer, Doug Verellen, and Karen Wagner.

CHALLENGE GIFT OPPORTUNITY

The New YMCA Capital Campaign received an anonymous gift of \$250,000.

A long time supporter of the Grand Traverse Bay YMCA and the New YMCA project, the donor is challenging new donors to contribute an additional \$500,000 in a "\$2 donation: \$1 match" challenge.

New gifts and pledges received by the end of 2011 will be counted toward this challenge.

**Donate through your
Community Foundation on-line now at**

www.4good4ever.org

"The YMCA helps develop children with strong family-based activities. We clearly need an aquatics center, modern fitness and more. ..." *Paul Schmuckal, Steering Committee*



CHANGING LIVES STRENGTHENING OUR COMMUNITIES

Grand Traverse Bay YMCA 2011 Community Benefit Report

The YMCA is a community-based association of people committed to nurturing the potential for youth, promoting healthy lifestyles and fostering social responsibility to ensure that every individual has access to the essential resources needed to learn, grow, and thrive. Chartered in Traverse City in 1964, the Grand Traverse Bay YMCA has the long-standing relationships and physical presence not just to promise, but also to deliver lasting personal and social change.

We're For... Youth Development



Youth Development Priorities

- We support affordable childcare, after school programs, literacy, and active play.
- We support anti-bullying policies in public schools.
- We support Governor Snyder's budget proposal to maintain funding for Great Start Readiness.

Youth Development Grand Traverse Bay YMCA by the numbers

- 7,683** Youth Members
- 169** kids enrolled in Child Care and After-school programs
- 62** infants to preschoolers enrolled at Y Early Childhood Center
- 105** kids each week enrolled in Y Camp
- 2,000** kids will learn to swim each year at the New Y

Did You Know?...

Collectively, YMCAs make up the largest provider of child care services and Learn-To-Swim programs in the nation.

We're For... Healthy Living



Healthy Living Priorities

- We support efforts to fight youth obesity, encourage physical activity for all ages, and help curb chronic diseases through preventive means.
- We support mandated minimum levels of physical activity and nutrition education in public schools.
- We support requiring licensed child care providers to provide nutritional meals and opportunities for physical activity to the children in their care.

Healthy Living Grand Traverse Bay YMCA by the numbers

- 2,381** Members
- 8,071** Program participants
- \$52,306** of YMCA direct financial support is allocated to Health & Well-Being
- Did You Know?...**
20 years ago **1** in **20** youth were overweight. Now that number is **1** in **3**, and **1** in **5** are obese. "Youth Working on Well-ness" (Youth WOW) is a multi-agency approach offered by the Grand Traverse Bay YMCA to help to reverse this trend.

We're For... Social Responsibility



Social Responsibility Priorities

- We support tax exemption for non-profit entities that are providing a community benefit.
- We support service learning opportunities for young people.
- We support programs that encourage character development and values education focused on **Caring, Honesty, Respect, and Responsibility.**

Social Responsibility Grand Traverse Bay YMCA by the numbers

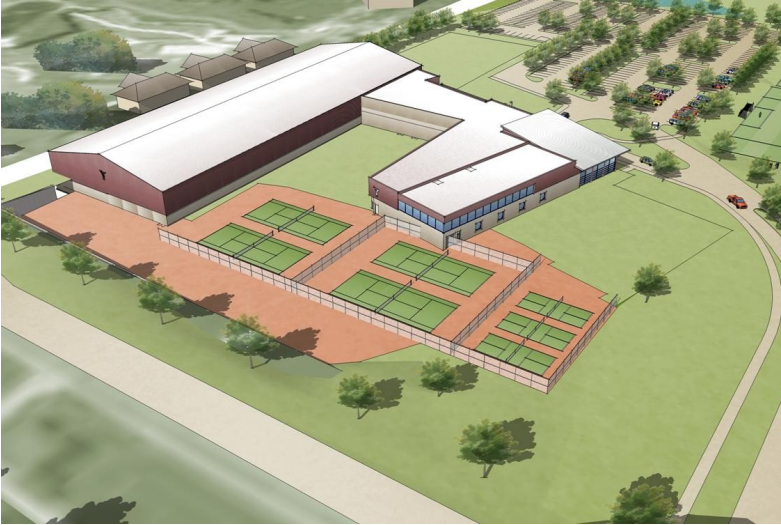
- 359** YMCA volunteers
- 28,349** YMCA volunteer hours
- \$ 574,067** dollar equivalent of YMCA volunteer hours
- \$ 82,601** direct financial assistance to families
- \$ 134,667** indirect financial assistance to communities

Did You Know?...

Non-profits account for **29%** of our economy.

Grand Traverse Bay YMCA employs **7** full time staff, **169** part time staff, and accounts for **\$241,601** in annual gifts.

THE NEW YMCA ESSENTIAL PHASE



Aquatics

- Competitive, lap pool
- Diving well
- Learn-to-swim pool
- Hot tub spa

Health & Fitness

- Youth fitness area
- Multi-purpose exercise room
- Aerobics studio (indoor and outdoor)
- Fitness evaluation room
- Free weight, selectorized, and cardio areas

Tennis Center

- Six-court indoor facility
- Bi-level courts
- Spectator & seating areas
- Three viewing areas

The strong case for the new YMCA:

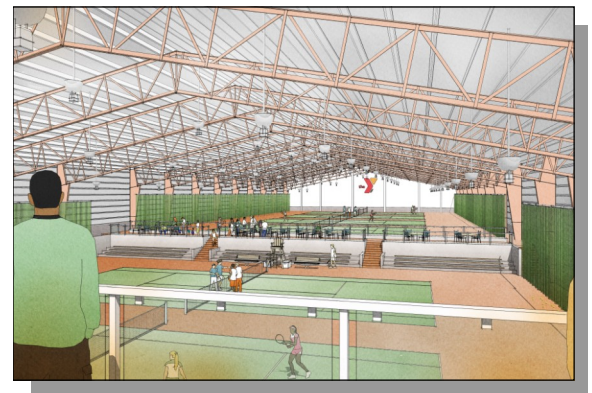
- Help local kids to swim
- Provide needed racquet facilities
- Give teens a safe, nurturing environment
- Create the region's only full-service, family-centered recreational facility
- Improve regional health and wellness

Make or expand your gift:
www.4good4ever.org
231-935-4066

through your Community Foundation.



A concept drawing of the Aquatics Center.



A concept drawing of part of the Tennis Center.

Campaign Goal: \$12 million



Grand Traverse Bay YMCA
3000 Racquet Club Drive
Traverse City, MI 49684

231-933-9622
www.gtbayymca.org

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Why the New Y?



THE YMCA IS FOR HEALTHY LIVING

"If someone in the know were to sit down and map out what the Traverse City area needs are, in terms of a recreation center, it would probably look a lot like the building being planned by the Grand Traverse Bay YMCA...In all of the Grand Traverse County, with a population that has now topped 80,000, there is only one public pool. There's no doubt the area is ready and has been ready for this for a long time."

- Traverse City Record Eagle Editorial

My family supports the New Y!

Aja, Thomas & Judy
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In memory of James Mudgett

My family supports the New Y!

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Zalar, Dr. Joe
Zanotti, Colleen
In memory of J.Paul Ameal

Some 380 families now support the New Y with their pledges and donations.

May 25, 2011



A view of the new YMCA to be built on 3700 Silver Lake Road when all donations are secure.